

WBKO/Bowling Green Market:      Localism:

WBKO provides 22 hours of locally produced news each week. The newscast include AM KY from 5:30-7A (M-F), Midday 11A-12N (M-F), WBKO @ 5, and WBKO @ 6 (M-F), along with WBKO @ 10 (M-Sunday). With the addition of GMA on Sat/Sun WBKO now offers local weather for our viewers.

Viewers can now view segment or specific stories from our newscast on our web site at [www.wbko.com](http://www.wbko.com), through video streaming.

WBKO addresses issues of importance to our viewers through editorial, or special news series: such as the problem with meth labs in our area, Low Self-Esteem, including the effects of anorexia, bulimia, and cutting; Transpark issues, along with other important issues that are of interested to our market.

WBKO makes available to various public service groups an opportunity to make appearance in our newscast. AM KY devotes two segments each morning (3 to 3:30 minutes in length) to various organization to promote their events or particular needs. WBKO works closely with the American Red Cross, The American Cancer Society, and other public service providers to help raise money, collect can goods, and other various needs. Helping Your Hometown Partners, in which WBKO is a partner, services the community by collecting fan for the elderly, money for the families of our Armed Services, and victims of the past hurricanes.

At WBKO we have an open door policy in dealing with programming. Groups usually contact either the General Manger or the Program Director, who in turn discuss the idea with other Department Heads.

During the month of July 2004, our viewing area was hit with various storms, WBKO's Weather team delivered up to the minute information that allowed viewers in our area to seek shelter. WBKO, with its Live Doppler Radar, along with our weather team provided important weather information. It is not surprising to find that our weather team has worked through the nights to keep the public informed.

WBKO has invested in Doppler Radar and Fast Alert a desktop alert systems. Our weather director serves on the Kentucky Weather Preparedness Committee, and another one of our weather personnel teaches classes at Western Kentucky University. Our weather teams makes trips to local schools sharing information with the children along with pass out materials that is based on the weather but directed more to children.

WBKO participated in the AMBER ALERTS along with the EAS.

WBKO during the last year has scheduled various political debates. The following are some of the debates:

Local Debates:

Oct. 9, 2003	Governor's Debate (8-9P)
Oct. 22, 2004	The Great Debate (12:05-1:05A)
Oct. 7, 2004	Vote 2004: Political Debate: Mayor (7-8P)
Oct. 13, 2004	Vote 2004: City Commission (7-8P)
Oct. 27, 2004	Vote 2004: State Representatives (6:30-7P)

Some of the programs produced by WBKO include: New Horizons a month half-hour program devoted to minority issues and affairs. This program is produced by the Bowling Green Human Rights Commission using WBKO's facilities, and Farm and Home, a weekly locally produced program cover all phases of life in the agricultural community, produced with the cooperation of the County Agents and the University of Kentucky College of Agriculture.

Other programs produced by WBKO include a program called Inside Topper Sports. This weekly programs focuses on the athletic teams and events for Western Kentucky University. WBKO give free airtime to Western Kentucky University for a segment that airs in the news called View From The Hill.

Within WBKO's local news you will find segments including: Children's First, Hometown Hero, Thursday's Child. Children First includes segments for children that focuses on the accomplishments of school age children in the WBKO viewing area. Thursday's Child is a segment devoted to adoption. Hometown Hero salutes a deserving individual in our area.

We donate airtime to groups such as Kids on The Block, Warren County and Bowling Green City Schools, the local health department, and other community projects. We Particated in a program called School Landslide, were needed school supplies were Donated by the community and passed on to the local school systems in both the county and city.

WBKO also has joined with the WHAS Crusade for Children, helping to raise money for this charity. We also work with the United Way, promote blood drives for the American Red Cross. We offer the use of our web site for local organizations to post upcoming events and also use air time to promote what we call Community Calendar.